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# Nielsen on Usability for Mobile

Dec 11 | Author Melinda Krueger (https://www.clickz.com/author/melinda-krueger/) | Media (https://www.clickz.com/category/media/mobile/)

## wallpaper

## header-ad-slot

March 28, 2017

What are the differences in user experience between the desktop and the mobile device?

US & Canada ▼

I have pondered this question and come up with only basic and obvious answers, so I wanted to

- ClickZ UK & Europe (https://www.clickz.com/?geo=uk-europe)
- Norman Group (http://www.nngroup.com) agreed to speak with me. A founder of usability (http://www.nngroup.com) understanding of human-computer interaction. He's one of my personal heroes. (Apparently I am and five likes within minutes!)
- ClickZ US & Canada (https://www.clickz.com/?geo=us-canada)
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First, I asked Nielsen to confirm my basic and obvious premise, that good usability is even more

that usability is important for everything, but life-or-death for low commitment experiences. If you

purchase, you will take the time to figure it out. For a mobile site, the user has no commitment a

For apps, the commitment is somewhat greater, since the user typically selects and downloads

mobile participants use their own phones rather than lab equipment. One of the first things the

confirm users have apps they've used only once or forget downloading in the first place. While

(http://www.clickz.com/clickz/column/2093735/confessions-push-notification-convert) can help

In addition to the lack of commitment, there is a lack of focus. As I emphasize in "Mobile 101 tra

whatever your customers are doing on their phone, it is not their primary activity. They may be s

texting, but whatever the mobile activity, it is secondary.

In the app vs. site debate, Nielsen votes for the app, due to its faster speed and ability to take a

enough customers and resources, do an app," says Nielsen. (See also this great resource from

(http://www.globalintelligence.com/insights-analysis/white-papers/native-or-web-application-ho

cont/GIA%20Industry%20White%20Paper%202010\_Native%20or%20Web%20App\_How%

What are the biggest mistakes companies make when building their sites and apps?

1. Making it difficult to touch and manipulate. As Nielsen explains, your eyes are more agile than

recommends using larger touch targets.

2. Trying to do too much. Those responsible for the mobile UI must be ruthless when fighting in

everything is prominent, nothing is prominent, so eliminate the nice-to-have.

Nielsen argues for fewer commands and a few basics on first screen. Use progressive disclosure

better if each is simple and focused. Include a button to fill site for those who need more conte



(<https://www.clickz.com/how-to-optimize-and-market-your-app-for-maximu>)

## How to optimize and market your app for m (<https://www.clickz.com/how-to-optimize-a-downloads/110314/>)

23 Mar 17 | Author Laurynas Skupas (<https://www.clickz.com/author/lauryrnasskupas/>) | Marketi  
(<https://www.clickz.com/category/media/mobile/>) | (<https://www.clickz.com/how-to-optimize-an>)  
Effective app marketing is not about generating app page traffic, but rather about ensuring your  
regularly.



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Great article, I would only add that one of the most powerful ABM tools is complete website personalization (entirely personalized to the high value accounts you're pursuing, not just a single page)

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- BeautyLover

How exactly do you know that you were "meant to do big things"?

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Video on mobile has definitely come a long way. Having responsive videos to fit the many different screen sizes and backgrounds are still lagging given that many developers will opt for a static vs moving background.

Why mobile video is massive and other lessons from Mobile World Congress 2017 (<https://www.clickz.com/why-mobile-video-is-massive/110028/>)  
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Appreciate your effort in creating this detailed article, I use Mailchimp which is free version discussed in this article I will give it an try...

40 free digital marketing tools to grow your business (<https://www.clickz.com/40-free-digital-marketing-tools-to-grow-your-business/105141/#comment-3201636612>)



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-  I Hate Marketing


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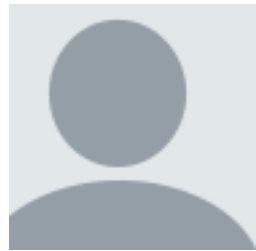
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Ajit Sivadasan, Lenovo



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